African American

Quit Line Data Summary July 1 - September 30, 2002

Number of Calls to Quit Line African Amer. State Percent of Statewide Calls 6.7% 100.0% Percent of State Population in County¹ 3.2% 100.0% Gender N = 197 N = 3,543 Female 56.9% 61.4% Male 43.1% 38.6% Race/Ethnicity N = 198 N = 2,967 African American 100.0% 6.7% Age N = 195 N = 3,094 Less than 18 years old 2.6% 2.0% 18 - 24 years old 10.8% 14.9% 25 - 34 years old 25.6% 22.9% 35 - 44 years old 29.2% 25.8% 45 years and older 31.8% 34.3%
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45 years and older 51.070 54.576
Education N = 192 N = 3,038
Did not graduate high school 18.2% 16.6%
High school graduate 29.2% 31.8%
Some college/vocational school 38.5% 38.6%
College graduate 14.1% 13.0%
Caller Type
General Information 3.1% 13.2%
Health care provider 0.0% 2.9%
Tobacco user 96.9% 83.9%
Payer Type N = 157 N = 2,235
Insured 42.0% 43.4%
Uninsured 26.8% 23.8%
Medicaid 31.2% 32.7%
Heard About N = 176 N = 2,881
Past caller 14.8% 17.4%
Employer/worksite 0.6% 0.7%
Health care provider 19.3% 19.6%
Television 19.3% 23.9%
Outdoor advertisement (billboard/bus/wall) 6.8% 7.0%
Targeted mailing 1.7% 0.6%
Great Start 1.1% 0.3%
Radio 11.9% 1.9%
Newspaper/Magazine 1.1% 1.1%
Brochure/Newsletter 4.5% 4.9%
Family or friend 14.8% 18.8%
Health Department 4.0% 3.0%
School 0.0% 0.6%

Source: Washington State Department of Health Tobacco Prevention and Control Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM) * Rate not calculated because number of calls was less than 5.